

Rep Order# 6865522 Ver# 1 Status New Traffic Order# Printed: 10/19/2012 9:14 AM 1 of 3

EC'd Yes Last Received: 10/19/2012 8:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA ACT
Estimate# 1789
Buyer Media Placement
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1789
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 56,000
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	10/23-10/23	1	1	1	\$4,000.00	
	2	TH	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	10/25-10/25	1	1	1	\$4,000.00	
	3	M	5A-6A	WAVY NEWS-5A<	:60	\$4,000.00	10/29-10/29	1	1	1	\$4,000.00	
	4	W	7A-9A	TODAY SHW<	:60	\$6,000.00	10/24-10/24	1	1	1	\$6,000.00	
	5	F	7A-9A	TODAY SHW<	:60	\$6,000.00	10/26-10/26	1	1	1	\$6,000.00	
	6	TU	9A-10A	TODAY SHW2-NBC	:60	\$3,000.00	10/23-10/23	1	1	1	\$3,000.00	
	7	W	10A-11A	TODAY SHW3-NBC	:60	\$2,000.00	10/24-10/24	1	1	1	\$2,000.00	
	8	TH	11A-12P	HAMPTN RDS SHW<	:60	\$600.00	10/25-10/25	1	1	1	\$600.00	
	9	F	12P-1P	WAVY NEWS10-NN<	:60	\$1,200.00	10/26-10/26	1	1	1	\$1,200.00	
	10	M	2P-3P	DOCTORS<	:60	\$600.00	10/29-10/29	1	1	1	\$600.00	
	11	W	530P-6P	WAVY10NWS-5.30<	:60	\$5,000.00	10/24-10/24	1	1	1	\$5,000.00	

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	12	TH	6P-630P	WAVY NEWS10-6<	:60	\$6,000.00	10/25-10/25	1	1	1	\$6,000.00	
	13	TU	7P-730P	ENT TONIGHT 30<	:60	\$4,000.00	10/23-10/23	1	1	1	\$4,000.00	
	14	TH	1135P-1235A	TONITE SHW-NBC<	:60	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
	15	SA	7A-8A	WAVY NWS SAT7A	:60	\$3,000.00	10/27-10/27	1	1	1	\$3,000.00	
	16	SA	7P-8P	ENT TONITE60 W	:60	\$1,000.00	10/27-10/27	1	1	1	\$1,000.00	
	17	SU	8A-9A	SUNDAY TODAY SHOW	:60	\$3,600.00	10/28-10/28	1	1	1	\$3,600.00	

---REPORT TOTALS---

Report Totals: 17 / \$56,000.00

---SALES MONTHLY TOTALS---

Oct 12: 15 / \$51,400.00 Nov 12: 2 / \$4,600.00
Sales Totals: 17 / \$56,000.00
Station Totals: 17 / \$56,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$169,697	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE